MOZART CLUB PRESENTS BEAUTIFUL ORATORIO, "ELIJAH'

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why-Luckies are <u>All-Ways</u> kind to your throat

THE CLEAN **CENTER LEAVES ARE** THE MILDEST LEAVES They Taste Better 1

> WHEREVER the finest tobaccos VV grow-in our own Southland, in Turkey, in Greece-all over the world, we gather the very Cream of the tobacco Crops for Lucky Strike. And that means only the clean center leaves. The center leaves are the mildest leaves-they taste better and farmers are paid higher prices for them. These clean center leaves are the only

> > The

ones used in making Luckies. Then "It's toasted"-for throat protection. And every Lucky is fully packed with these choice tobaccos-made round and firm, free from loose ends-that's why Luckies "keep in condition" -why you'll find that Luckies do not dry out-an important point to every smoker. Naturally, Luckies are always in all-ways kind to your throat.

Only the Center Leaves - these are the Mildest Leaves Gram of the Crop They Taste Better

LUCK

STRIKE

IGARETTES

HENEY

"It's toasted"

Luckies are all-ways kind to your throat